

COOPERATIVE MAXIM USED IN *THE MEANING OF HAPPY* ALBUM BY SAME-SAME

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Abstract

The study aims to describe of cooperative maxim in the meaning of happy album by Same-Same song. The research is qualitative study which analyzes the lyrics of song. The data are the lyric of song in the meaning of happy that contains cooperative maxim. The writer collects the data by reading the song lyrics by putting sign and classified cooperative maxim. The result shows that the song using maxim of relevance and maxim of manner.

Keywords: cooperative maxim, lyrics, pragmatics

Abstrak

Penelitian ini bertujuan untuk mendeskripsikan maksim kerja sama dalam lagu the meaning of happy album oleh Same-Same. Penelitian ini merupakan kualitatif dengan menganalisis lirik lagu The meaning happy oleh Same-Same yang mengandung maksim kerja sama. Pengumpulan data dilakukan dengan mengklasifikasikan lirik lagu yang mengandung maksim kerja sama. Hasil penelitian menunjukkan bahwa dalam lagu tersebut menggunakan maksim hubungan dan maksim cara.

Kata kunci: maksim kerja sama, lirik, pragmatik

INTRODUCTION

Pragmatic is one of area which studies the way in which context contributes to meaning. Pragmatics is concerned with the interpretation of linguistics meaning in context (Fromkin, Blair, and Collins, 1999:182). Kadmon (2001:1) states that pragmatics has to do with language use, and with going beyond the literal meaning. According to Peccei (1999:2) that pragmatics concentrates on those aspects of meaning that cannot be predicted by

linguistics knowledge alone and takes into account knowledge about physical and social world. Chomsky states that pragmatics means knowledge of how language is related to the situation in which it is used. Speaking is a social activity. As well as the social activities of other, new language activities realized if people are involved in it. In the talk, the speaker and hearer alike realize that there are rules that govern its actions, the use of language, and interpretation-interpretation of the opponent's actions and words he

said. Each participant speech acts liable for the acts and irregularities against the rules of the language in the lingual interaction. Currently pragmatic science is not foreign to the ear. This science appeared to handle other linguistic sciences which began to "raise your hand" to the structure of the speech that violates the rules or does not comply with the principle. It's interesting to discuss the pragmatic, especially about the maxim of speech act in daily activity.

Pragmatics is the branch of linguistics that examines the language of the aspects of actual usage. Leech (2014) states that the purpose of pragmatic study of speech (that's what the speech is done); ask what someone meant by a speech acts; and associate meaning with who talked to whom, where, when, and how. In daily life a person unconsciously communicates with others in many ways such as language, gestures and expressions. In communication he/she is expected to give or share information with others. The principle states that the speaker gives contribution in conversation in which the speaker is engaged. This cooperative principle contains four categories, which are formulated as basic rules or maxims. 'Maxim is a set of norms which language users adhere to in order to uphold the effectiveness and efficiency of communication' (Hatim and Mason, 1990: 242). Those four maxims are maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner.

Maxim of quantity demands the speaker's contribution informative as is required and no more informative than is required. Below are the examples of an

utterance that obeys the maxim of quantity and one that violates the maxim!

Example of obeying:

A: "Where are you going?"

B: "I'm going to the post office."

In the example, B gives comments to A's statement without adding other information

Example of disobeying / violation:

A: "Are you going to work tomorrow?"

B: "I am on jury duty, but I'll have to go to the doctor in the evening. I have asked the manager for permission"

In this example, B's reply violates maxim of quantity because B does not give information as required by A, i.e. yes or no. Instead, B gives more information which is not required or expected at all.

Maxim of quality requires the speaker not to say what is believed to be false and for which the speaker lacks adequate evidence. Below are the examples of the utterance that obeys the maxim of quality and that one violates the maxim!

Example of obeying:

A: "Why did you come late last night?"

B: "The car was broken down"

In the example, B gives the truth that his car was broken down so that he came late.

Example of disobeying / violation:

A: "The Teheran's in Turkey, isn't teacher?"

B: "And London's in America I suppose."

In the example, B's reply is supposed to suggest that A is incorrect and B violates the maxim of quality

Maxim of relevance required the speaker to be relevant. Below are the examples of utterance that obeys the maxim of relevance and that one violates the maxim!

Example of obeying:

A: "Where is my box of chocolates?"

B: "It is in your room."

In the example, B's reply relates to the question, not talking about something else.

Example of disobeying / violation

A: "Where's my box of chocolates?"

B: "I don't know mine either."

In the example B's answer is not relevant to A's question. B says something else which is not about A's problem at all.

Maxim of Manner requires the speaker to avoid obscurity of expression and ambiguity. Maxim of manner demands the speaker to be brief and orderly. Below are the examples of utterance that obeys the maxim of manner and that one violates the maxim!

Example of obeying:

A: Where was Alfred yesterday?

B: Alfred went to the store and bought some whiskey.

In the example, B's answer obeys the manner maxim: be orderly, because she gives a clear explanation where A was.

Example of disobeying / violation:

A: Why was he arrested?

B: He stole the money from the bank.

In the example B's statement is ambiguous. It can be interpreted that B didn't steal the money which is stored in the bank. He had gone to the bank first and he stole the money in another place. Another interpretation is that he stole the money stored in the bank. He got the money by robbing the bank. Levinson (1983:103) stated that Grice's maxims above specify what participants have to do in order to converse in a maximally efficient, rational, cooperative way: the participant should speak sincerely, relevantly, and clearly while providing sufficient information.

METHODOLOGY

The type of research conducted by the writer is in the domain of qualitative. The data source was taken from song lyrics in the meaning of happy Album by Same-Same. The data of collection, the researcher used the observation, listening to the song, and recording data in form of orthography. The primary data is the song lyrics of happy album by Same-Same

FINDING

Data 1

I'd say you were a supermodel
All day I'd wanna take your picture
I hope you like me

What can I say to get you into my sweater?

The lyrics above shows that relevance manner. It can be seen about the data and those which have relation that some of the data. It seems that the sentence “ and the next *All day I'd wanna take your picture*. This mean that the researcher classified manner of relevance.

Data 2

I say you sitting over there
You know my eyes they never lie
I need to take sometime to think about us

From the lyrics song says that *I say you sitting over there* and the next lyrics *You know my eyes they never lie*. From the analysis of the data, the lyrics of song include to maxim of manners.

Data 3

With my girl back home
She says she's alone
But I'm on the phone
Can you tell me how it feels?

The lyrics of song described maxim of manner. It can be seen from the data and the theory which have relation that some of the data include of maxim of manner.

CONCLUSION

From the data analysis we can take that the song above using maxim of relevance and maxim of manner. Actually there are some lyrics that included to speech act theory, perlocutionary and illocutionary, but in theoretical review the author only present this maxim so, the analysis and conclusion just going to the theoretical review

presented in the literature, not to another theory or another conclusion.

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